

magnetic

Monthly Market Report October 2026

PROPERTY OPPORTUNITIES



Why September and October Are The Best Time to Look at Real Estate

Every year, like clockwork, the seasonal headlines start rolling in. Of late, we hear about interest rate spikes, shifting inventory numbers, and sweeping declarations about the market. Right now, there is no shortage of bad news or market noise circulating through New York City.

And every year, buyers ask me the same question: “Is this actually a good time to look?”

My answer always surprises them: September and October are two of the absolute best months of the year to hunt for a home—and it has nothing to do with mortgage rates or inventory.



It's Not About the Market—It's About You

In real estate, we love to obsess over numbers. But as I wrote in *The Pursuit of Home*, no one can time the market. Waiting for the perfect financial climate is usually just inertia in disguise.

Finding a home isn't about looking at 50 listings online or timing an interest rate dip. It's about education and confidence.

It only takes one property for you to find a home that you love. But here is the catch: ***Unless you are educated and confident, the right opportunity could be staring you right in the face, and you wouldn't even know it.***

That is why September and October are so critical. As the city resets after the summer lull, a fresh wave of energy hits the market. Regardless of macro-market conditions, this is the season to step out of the audience, get out on the court, and get confident.



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What We’re Seeing on the Ground

At Magnetic, we are currently working with buyers across the entire spectrum—from \$1 million to \$20 million.

Some are actively making moves and placing offers right now. Others are stepping into the market looking a year out, without any immediate pressure to pull the trigger on a specific address.

What’s fascinating to watch—and it’s a moment we recognize every autumn—is the arrival of a brand-new batch of buyers walking through open houses. They aren’t rushing. They are doing the essential, necessary work of getting educated. They are learning what they love, shedding their preconceived checklists, and building the muscle required to make a great decision when the moment comes.

Helping people see what they need to see so they can make confident decisions—that is the sacred mission of our work.

The Real Data Behind the Noise

While the media continues to lean into negative headlines, the actual Manhattan data tells a much more encouraging story. When we examine the trailing multi-year trends across Pending Sales, Supply, and Days on Market, the underlying fundamentals show a resilient, healthy market.



 Time Period	Average Days on Market
Late 2023 – Early 2024	87 – 109 days
Mid-2025 – Mid-2026	59 – 78 days

Days on Market is Trending Down

Properties that are priced right and positioned well are moving faster. In late 2023 and early 2024, homes averaged between 87 and 109 days on market. By mid-2025 to mid-2026, average days on market plummeted to the 59–78 day range—a dramatic reduction that highlights strong buyer absorption when the right home hits the shelf.

Pending Sales Are Pushing Higher

Despite broader economic chatter, buyer activity has been quietly accelerating. Pending sales hovered around 1,422 to 1,750 in late 2023 through early 2025, but surged to 2,081 in mid-2025 and reached a peak of 2,635 by mid-2026.

 Time Period	Pending Sales Volume
Late 2023 – Early 2025	1,422 – 1,750
Mid-2025	2,081
Mid-2026	2,635

Supply Has Risen Moderately to Provide Options

Available inventory has seen healthy seasonal lifts—peaking near 4,870 to 4,800 units in peak spring/fall cycles and stabilizing around 3,997 to 4,157 in mid-2026. This sight expansion in supply gives active buyers broader choices without causing an oversupply glut.

 Phase / Cycle	Available Inventory (Units)
Peak Spring / Fall Cycles	4,800 – 4,870
Mid-2026 (Stabilized)	3,997 – 4,157

What does this mean for you? It means the market is giving you room to breathe, observe, and learn, while showing clear signs of underlying strength. Increased inventory gives you options to refine your taste, declining days on market shows that educated buyers are quietly taking action, and securing properties swiftly.

Your Autumn Assignment: Get Confident

If you've been sitting on the fence, waiting for the news to tell you it's safe to buy, I want to challenge that framework.

Don't wait for market certainty—it doesn't exist. Instead, build your own internal certainty. Use these next two months to go to open houses. Walk the neighborhoods. Test your preferences. Work with an advisor who can coach you through the noise.

When your dream home finally appears, it won't matter what the Federal Reserve did that week. What will matter is that you are educated, clear, and ready to say yes.

If you're ready to start building your confidence this fall, our team at Magnetic is here to walk that journey with you. Let's connect.



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